

The Alzheimer's pandemic is the health and social economic crisis of this generation. It is a national and global emergency that has a devastating health, social and economic toll on millions of people living with this disease, their families and caregivers.

UsAgainstAlzheimer's (UsA2) exists to conquer Alzheimer's disease. Since our founding in 2010, we have taken on the toughest problems in the fight to end Alzheimer's. Our work is driven by the urgency to find effective treatments and the prevention steps needed to stop this devastating disease.

We bring all of "Us" together to:

Improve brain health and promote earlier detection, diagnosis and intervention

Champion health equity and access for communities of color and women who are disproportionately impacted by the disease

Advocate for increased research spending that will speed treatments to market

Drive changes that matter most to people living with the disease

Progress has been made, with more hope on the horizon now than ever before. But every day of delay is another day lost to the millions of people affected by this devastating disease. If nothing changes, by 2050, 12.7 million Americans will be living with Alzheimer's at an annual cost of more than \$1 trillion.

Embracing a comprehensive Theory of Change.

Proactive brain health across the lifespan requires understanding, attention and commitment to our body's most powerful organ. Alzheimer's is not a normal part of aging. We all need to know how to empower ourselves, our families and our communities to keep our brains healthy from the earliest years.

THIS INCLUDES:

Continuing to develop pharmacological approaches

Accelerating clinical trials for new therapies and treatments

Expanding dramatically into preventative care and addressing critical, fundamental risks to brain health – beginning in the earliest years of life

Providing common tools to promote research engagement, brain health education and equity

UsAgainstAlzheimer's is empowering all communities impacted by Alzheimer's to demand action on proactive brain health across the lifespan.

We work to increase awareness of and action around brain health across the lifespan in the service of preventing, treating and curing Alzheimer's. Our work has shifted the conversation from one about disease, stigma, and sickness to one about brain health, wellness, and hope.

BrainGuide™ by UsAgainstAlzheimer's is a first-of-its-kind platform that helps people worried about memory or brain health find their way to helpful resources and a path forward. BrainGuide is free and easy to access – in English and Spanish – online at mybrainguide.org and by phone at 855-BRAIN-411. It includes a confidential memory questionnaire – taken over the phone or online in English or Spanish – followed by tailored education and resources based on the answers provided. BrainGuide is not intended to diagnose or make treatment recommendations regarding Alzheimer's or any other disease.

We advocate fiercely for policies that expand access to treatments, reduce health care costs and eliminating brain health disparities for communities of color and women. This means developing culturally tailored awareness programming through our [Center for Brain Health Equity](#), sparking equity-focused research collaborations through our [National Alzheimer's Disease Index™](#), and advocating for policy solutions that promote brain health equity and economic justice for family caregivers.

We give both people living with the disease and caregivers a collective voice and our research enables them to make their preferences heard on issues that span the entire scope of Alzheimer's disease.

Did you know?

Someone in the United States develops Alzheimer's **every 60 seconds.**

Alzheimer's is the only top-ten disease in the U.S. **with no cure.**

6.2 million people

are living with Alzheimer's in the U.S.; by 2050, 12.7 million Americans 65 and older will have Alzheimer's

More than 60% of

Alzheimer's cases in patients over 65 are not diagnosed.

By 2030, nearly 40 percent of all Americans living with Alzheimer's will be **Black or Latino.**

Women are twice as likely as men to have Alzheimer's.

The total national cost of caring for people living with Alzheimer's and other dementias is projected to reach \$355 billion in 2021.

This number does not include the estimated \$257 billion price of unpaid caregiving. Medicare and Medicaid are expected to cover \$239 billion of the total health care and long-term care payments for people with Alzheimer's or other dementias.

Accelerating towards a cure.

Since its founding in 2010, UsA2 has worked collaboratively to:

Help drive U.S. investment in dementia research at the National Institutes of Health (NIH) from \$448 million in 2010 to nearly \$3.1 billion for FY 2021. The U.S. action has prompted the U.K., Canada and Japan to commit to greater research investment.

Forge industry and regulatory commitments to improve efficiencies and diversity in expedited drug discovery, assure clarity in approval processes so innovative medicines reach those in need, and to recognize the value of patient engagement in clinical trials and highlights the value of data sharing.

Help develop and introduce Congressional legislation, including the CHANGE Act, and advocate with CMS for stronger early detection policies.

Launch a major equity initiative with the Centers for Disease Control and Prevention - the UsAgainstAlzheimer's Center for Brain Health Equity - to empower health providers and communities with culturally tailored brain health education.